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Research and Trends in Development

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Research and Trends in Development

Keeping current with overall trends in development is important for the success of your library fundraising efforts. **Research and Trends in Development** will highlight performance metrics and indicators from a variety of sources as well as offer you news and updates in the field pertaining to fundraising in higher education. This session will provide you with fuel for innovation and the latest enhancements to best practices in annual, major, and planned giving strategies based upon current research and institutional examples.

Presentation objectives/takeaways:

1. Discussion of giving and fundraising metrics and trends to provide a comprehensive review of the field and recent donor behaviors.
2. Provide context of new research and indicators pertaining specifically to development in higher education.
3. Offer updates to best practices as being discovered through research and implemented in higher education specific to the areas of annual, major, and planned giving.

Full Text of Presentation: To be developed upon acceptance of proposal